



MILLARD COUNTY TOURISM PROFILE

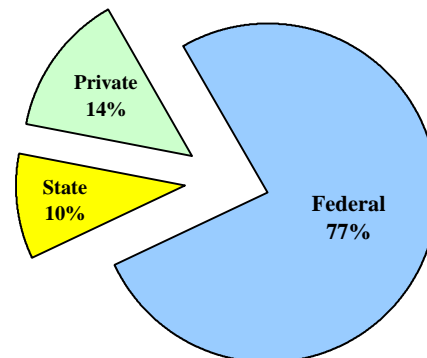
County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC								
Population	12,194	12,243	12,246	12,236	12,461	12,326	-1.1%	18
Total Non-Ag Employment	3,651	3,676	3,596	3,596	3,515	3,508	-0.2%	20
Non-Ag Avg Monthly Wage	\$1,914	\$1,910	\$1,974	\$2,001	\$2,174	\$2,273	4.6%	8
Per Capita Income	\$14,855	\$15,145	\$16,539	\$16,629	\$16,880	\$17,159	1.7%	23
Unemployment Rate	4.3%	3.8%	4.8%	4.5%	4.0%	4.9%	0.9%	14
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$22.9	\$23.0	\$24.3	\$24.8	\$23.8	\$23.0	-3.4%	21
Travel & Tourism Related Employment	423	423	449	464	450	457	1.6%	21
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from Traveler Spending	\$477	\$479	\$505	\$515	\$494	\$478	-3.2%	21
Gross Taxable Room Rents	\$1,733	\$2,142	\$1,997	\$2,179	\$2,337	\$2,439	4.4%	21
Transient Room Tax	\$52.0	\$64.3	\$59.9	\$65.4	\$70.1	\$73.2	4.4%	21
Restaurant Tax	--	--	--	--	--	--	--	--
Car Rental Tax	--	--	--	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$86.4	\$103.0	\$102.3	\$108.6	\$107.4	\$120.4	12.1%	18
REGIONAL VISITATION COUNTS								
Capitol Reef N.P.	648,012	625,680	656,026	680,153	612,656	527,760	-13.9%	
Palisade S.P.	91,472	102,806	271,548	127,547	142,253	145,878	2.5%	
Yuba S.P.	39,815	70,319	68,316	77,612	144,911	120,881	-16.6%	
Fremont Indian S.P.	119,108	99,677	105,205	95,670	94,054	79,405	-15.6%	
Territorial Statehouse S.P.	42,570	39,766	32,016	42,329	54,444	37,237	-31.6%	

Land Ownership - 1999		
	No. of Acres	% Total
Total Acres in County	4,251,047	100.0%
Federal Government	3,251,613	76.5%
BLM	2,882,743	67.8%
US Forest Service	368,870	8.7%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government	420,500	9.9%
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	24,261	0.6%
State Trust Lands	396,238	9.3%
American Indian	1,157	0.0%
Private**	577,777	13.6%

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



Millard County Tourism Profile

